

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE  
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS  
GOVERNOR'S PREVENTION ADVISORY COUNCIL**

**FEBRUARY 9, 2007  
9:30 a.m. – 12:30 p.m.**

**MINUTES**

The Governor's Prevention Advisory Council (GPAC) convened at 9:30 a.m. on February 9, 2007, at the Department of Alcohol and Drug Programs (ADP). This is a summary of the discussions and decisions made during the Council meeting.

**OPENING**

Michael Cunningham, Deputy Director of ADP's Program Services Division, welcomed the Council members and guests. He announced that ADP's Director and Chair of the GPAC, Kathryn Jett, had been unexpectedly called away and would not be able to attend. He then emphasized the meeting's full agenda and the need to make time for all the scheduled presentations and updates.

Before proceeding with the meeting, Michael informed the Council that the Governor's Budget had been released on January 10. One of the major issues in the Governor's Budget was health care reform; discussions are progressing for the inclusion of screening and brief intervention (SBI) into health care reform.

Also regarding SBI, the principle members of the organization operating the California Screening, Brief Intervention, Referral and Treatment (CASBIRT) grant (which is overseen by GPAC) had retired. The grant is now being managed by San Diego County Alcohol and Drug Services and the new provider is San Diego State University, through its foundation. In addition, a grant for SBI services was taking place in the higher education community through UCLA. Upon asking the Council members if they would like a presentation regarding SBI services being provided in a campus setting, the members agreed. (Arrangements are being made to have a representative from UCLA present at a future GPAC meeting.)

Michael then touched on recent meth prevention activities. The Council has been actively engaged in the issue through the Meth Implementation Workgroup and there has been a significant amount of activity around the State. He announced that the RFP for the meth public education campaign has been released and can be found on ADP's website. An advertising agency and public relations firm will be chosen by March, and the campaign will kick off in early summer. In addition, a smaller campaign with the Partnership for a Drug Free America began in January, with a series of small pro bono ads. Along with the ads will be a modest public relations outreach campaign focused on women of childbearing years, men having sex with men, and teens. Finally, there was a press conference in recognition of Meth Awareness Day on November 30<sup>th</sup> at which

Director Jett spoke, along with U.S. Attorney General MacGregor Scott and other U.S. Department of Justice representatives, which garnered a significant amount of media attention.

Michael also pointed out two maps color-coding California counties by primary type of drug of abuse at the time of admission to treatment. The maps showed that meth has surpassed alcohol as the primary drug of abuse at admission as of 2004-2005.

Michael then commenced Council attendee introductions, followed by a review of the materials provided in the meeting folders. One of the documents in the members' folders was a copy of the Council's revised Guidelines. The members were asked if there was any objection to the Guidelines, which were initiated in 2005, being updated to include the process for bringing presentations before the Council. As there were no objections by the members, staff will post the updated Guidelines on the GPAC webpage.

## **COUNCIL WORKGROUPS**

### Methamphetamine Implementation Workgroup

Nancy Matson, Attorney General's (AG's) Office

Nancy Matson reviewed her presentation at the last GPAC meeting and reported on the workgroup's latest actions. First, Nancy discussed the workgroup's plans to develop a toolkit with the help of the Community Prevention Initiative (CPI)/Center for Applied Research Solutions (CARS). Joël Phillips of CPI/CARS provided support to the workgroup in initiating this process, and facilitated a workgroup discussion on the intended audience and purpose for the toolkit. The arrived-upon purpose for the toolkit will be to help counties form meth action teams/coalitions. Many coalition-building documents exist, explained Nancy, but the workgroup wanted to create one specifically pertaining to the issue of meth use. CPI prepared a follow-up memo for the group on how to proceed with development of this toolkit, and the workgroup will move forward with these plans (no timeline for completion has yet been established).

In addition, the workgroup had planned to draft a legislative proposal to fund county meth action teams, including a coordinator to pull together stakeholders in prevention, intervention, suppression and treatment elements. Previously, this workgroup had reported that it would put together a legislative proposal and present it at GPAC through the AG's Office. However, since the last GPAC meeting, a new Attorney General has been elected and this proposed legislation will no longer be moving forward. Michael stated that if any Council member's agency or organization wanted to carry the legislative proposal forward, they should talk to Nancy.

### Underage Alcohol Use Workgroup

Lee Riegler, Department of Alcoholic Beverage Control (ABC), and  
Jim Kooler, CA Friday Night Live Partnership

At the last GPAC meeting, Major Kim Oliver, California National Guard, reported on the progress of the Underage Alcohol Use Workgroup. This workgroup chose to focus on two main issues: 1) reducing the availability of alcohol to youth; and, 2) promoting evidence-based practices. The workgroup first planned to create a toolkit, but a larger “tool chest” seemed necessary due to the number of issues and populations that need to be reached. Parents are the population to be addressed first.

Since the last GPAC meeting, the “parent” toolkit has been finalized (and provided to GPAC members in hard copy). The toolkit will be posted on [www.safestate.org/townhallmeetings](http://www.safestate.org/townhallmeetings), and will also be posted on the CARS website, the Friday Night Live website, and the ADP website.

Council members were asked for suggestions about how to disseminate the toolkit to parents and to contact Lee with their ideas. Emphasis was placed on the importance of disseminating the toolkit, not simply creating it. A suggestion was made to market the toolkit to the State PTA, while several Council members volunteered to link the toolkit to their agencies’ own websites (California Highway Patrol and California National Guard).

Joël Phillips of CPI/CARS described a powerpoint presentation he had prepared to go along with the toolkit for making an address to parents from a local school. He announced it will be posted on the CARS website when available.

A request was made to translate the toolkit into other languages. Jim Kooler acknowledged that this suggestion had been discussed by the workgroup; the National Guard volunteered resources to further this.

In related news, Nancy Matson of the AG’s Office showed the Council new public service announcements (PSAs) developed by the AG’s Office and TRACE (an association of multiple agencies, including Office of Traffic Safety [OTS], ABC, California Highway Patrol, ADP, Friday Night Live, etc.). OTS approached the AG’s Office about creating media messages around the issue of social hosting. As a result, various PSAs were created to discourage parents and other adults from purchasing and supplying minors with alcohol. They will appear on TV, in theaters, magazines, and via the radio in upcoming months.

### High Rate Underage Users Workgroup

Marlena Uhrik (for Meredith Rolfe), CA Department of Education (CDE)

On behalf of Meredith Rolfe, Marlena Uhrik presented to GPAC progress of the High Rate Underage Users Workgroup. The workgroup has been meeting monthly to develop several products. An “Introduction to Student Assistance Programs” packet was produced (5,500 copies) and five were distributed to each of the 58 CDE County

Coordinators at last month's two-day training meeting. The coordinators were given a directive to market Student Assistance Programs (SAPs) to schools and districts in their jurisdiction, and were supplied with a binder of resource materials to help organize this marketing effort. CDE's goal is to provide infrastructure support to the 58 coordinators and their respective districts in their continued effort to set up SAPs.

A question was posed regarding sources of funding available to schools/districts for setting up SAPs. Most SAPs are set up through piecemeal funding, for example, Federal Title IV dollars, TUPE, SB 1113, and AB 1802 funds.

The funding that was given to this initiative went towards the printing costs of the materials. The California Masonic Foundation, which has an extensive history of supporting SAPs, donated \$10,000 towards producing the packet. Additional costs were supplemented by ADP through its CPI contract and by CDE's mailing services.

## **PRESENTATIONS**

### Student Assistance Programs

Renee Mello and Joe Tucker, Student and Family Engagement  
San Juan Unified School District

Renee Mello and Joe Tucker of the San Juan Unified School District SAP, recognized in 2004 as a Program of Excellence, spoke to the Council. They presented a powerpoint "A Model of Success: How Paraprofessional-Led Support Groups are Effective as Part of the High School Counseling Services Team". Council members learned about the practices of a high-functioning, successful program. A copy of the powerpoint presentation was provided to members in their meeting materials.

Based on the demonstrable success of SAPs meeting the needs of at-risk youth, Mr. Tucker recommended that GPAC agencies consider incorporating SAP models in future funding initiatives.

### Overview of the Statewide Epidemiological Outcome Workgroup (SEOW)

Dr. Stephen Bright, Department of Health Services

Dr. Stephen Bright presented a high-level overview of the new Statewide Epidemiological Outcome Workgroup Project. The project's goal is "to create a comprehensive, dynamic, and ongoing surveillance system for California" regarding alcohol, tobacco, and other drugs (ATOD) to help inform policy and program development. The workgroup plans to create an annual epidemiological profile of California ATOD consumption and consequences for use at state and county levels to help identify, assess, and analyze ATOD data sources, and to build capacity for thinking critically about how to use California data to address the causes and consequences of ATOD use.

During the first year, the SEOW's focus will be on assessment at the State level, incorporating National Outcome Measures and using existing data sources. The group will highlight key indicators of consumption and consequence ATOD data and provide information on magnitude, trends, and patterns within subgroups. Year one deliverables will include establishing an SEOW advisory committee and creating the plan for a state EPI profile. In future years, the group plans to identify and utilize county level data sources, add mediating information (e.g., risk and protective factors), and build local capacity for using data for policy, planning, and programming.

## **NEW BUSINESS**

Foster Care Youth  
Marlena Uhrik, CDE

Although a report on this topic was to be provided jointly by both the Department of Social Services (DSS) and CDE representatives, DSS was unable to attend. Marlena Uhrik of CDE presented information on behalf of Meredith Rolfe.

For the first time, in 2005-06, the California Healthy Kids Survey and the California Student Survey asked students in the 9<sup>th</sup> and 11<sup>th</sup> grades the question "Where do you live?" This question was meant to find out living arrangements of students so it could be correlated with drug and alcohol use and other behaviors of concern. Students had the option of indicating that they lived in their parents' home, in a foster home, or in the home of other relatives. The data collected showed that foster care youth are at higher risk for each indicators of concern, sometimes significantly.

Michael Cunningham informed the members that staff would follow up with DSS about the department reporting to the Council at a future meeting on what they are doing in this area.

## **ANNOUNCEMENTS**

- Steve Ernst, ABC, made a request to present on college binge drinking at the next GPAC meeting. The members agreed; the presentation will be given at the next meeting.
- Paul Oliaro, CSU Fresno, and Heather Dunn-Carlton, CSU Sacramento, brought up the issue of meth use in college, indicating that not a lot of survey data exists that specifically measures college student meth use. However, the Monitoring the Future Survey found that 1.7% of college students are meth users, as compared to 4.9% of the non-enrolled population of the same age. The National College Health Assessment survey will be implemented in community colleges in the spring, and data will be available in the fall.
- Michele Meadows, OTS, informed the members that the National Highway Traffic Safety Administration will be doing an assessment of California in September.

She indicated that GPAC members may be asked to speak to a panel about alcohol prevention.

- Michele Meadows also announced that the OTS 17<sup>th</sup> Traffic Safety Summit is coming up. Details can be found on the OTS website ([www.ots.ca.gov](http://www.ots.ca.gov), OTS Summit 2007).
- Michael Cunningham announced that there will be a SIG presentation at the next GPAC meeting from two of the grantee counties.
- Also, information on the SIG Conference in March was provided to the members in their folders.

The next GPAC meeting is scheduled for April 20, 2007, from 9:30 a.m. to 12:30 p.m.

The remaining GPAC meetings for 2007 are scheduled for July 20 and October 19.

**GOVERNOR'S INTERAGENCY COORDINATING COUNCIL FOR THE  
PREVENTION OF ALCOHOL AND OTHER DRUG PROBLEMS  
GOVERNOR'S PREVENTION ADVISORY COUNCIL (GPAC)**

February 9, 2007 - 9:30 a.m. to 12:30 p.m.  
Department of Alcohol and Drug Programs  
1700 K Street, First Floor Conference Room  
Sacramento, California 95814

**REVISED AGENDA**

**OPENING**

1. Opening Remarks - Kathryn Jett 9:30 a.m.
2. Introductions - All
3. Agenda/Material Review - Michael Cunningham
  - Approval of revised Council Guidelines
  - CASBIRT – Statement of Work

**COUNCIL WORKGROUPS**

4. Methamphetamine Implementation Workgroup -  
Nancy Matson, Attorney General's Office
5. Underage Alcohol Use Workgroup – Lee Riegler, Dept. of Alcoholic  
Beverage Control, and Jim Kooler, CA Friday Night Live  
Partnership
6. High Rate Underage Users Workgroup - Meredith Rolfe, CA Dept.  
of Education

- BREAK -

**PRESENTATIONS**

7. Student Assistance Programs - Renee Mello and Joe Tucker,  
Student and Family Engagement, San Juan Unified School District
8. Overview of the Statewide Epidemiological Outcome Workgroup –  
Dr. Stephen Bright, Dept. of Health Services

**NEW BUSINESS**

9. Foster Care Youth – Meredith Rolfe, CA Dept. of Education

**ANNOUNCEMENTS** - Kathryn Jett

- ABC – Request for presentation at next meeting.
- Michael Cunningham – SIG presentation at next meeting.

**SUMMARY/CLOSING** - Kathryn Jett

12:30 p.m.

\* \* \* \* \*

THE NEXT GPAC MEETINGS ARE TENTATIVELY SCHEDULED FOR:  
APRIL 20; JULY 20; and OCTOBER 19.